

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A ~~computerized~~ method for fundraising, comprising:
receiving a transaction purchase amount from a merchant;
receiving a purchaser identification, from a point of sale location of the merchant, via
a donation program card ~~that is not a credit card~~;
determining a donation amount based on the received transaction purchase amount
and a predefined donation percentage for the merchant; and
crediting the determined donation amount to an account of a beneficiary that is
selectable by the purchaser.

2. (Canceled)

3. (Currently Amended) The method as recited in claim 1, wherein the step of
receiving ~~a transaction purchase amount and~~ a purchaser identification comprises receiving a
purchaser identification from ~~one of~~ a magnetic strip reading device, ~~and~~ or a bar code
scanner.

4. (Original) The method as recited in claim 1, wherein the step of determining a
donation amount comprises:

determining a first donation amount for a first beneficiary based on the received
transaction purchase amount, the predefined donation percentage, and a first percentage
representing a percentage corresponding to the first beneficiary; and

determining a second donation amount for a second beneficiary based on the received
transaction purchase amount, the predefined donation percentage, and a second percentage
representing a percentage corresponding to the second beneficiary.

5. (Original) The method as recited in claim 4, wherein the step of crediting
comprises crediting the first donation amount to an account of the first beneficiary and the
second donation amount to an account of the second beneficiary.

6. (Original) The method as recited in claim 1, further comprising the step of electronically transferring the donation amount of funds to the beneficiary account.

7. (Original) The method as recited in claim 1, further comprising the step of storing a purchaser identification and a corresponding beneficiary identification.

8. (Original) The method as recited in claim 7, wherein the step of storing a purchaser identification and a corresponding beneficiary identification comprises storing a first beneficiary identification and a corresponding first percentage and storing a second beneficiary identification and a corresponding second percentage.

9. (Original) The method as recited in claim 1, further comprising the step of storing a donation percentage associated with a merchant.

10. (Original) The method as recited in claim 7, further comprising the step of storing a merchant identification and a corresponding plurality of beneficiary identifications acceptable to the merchant.

11. (Original) The method as recited in claim 10, wherein the step of crediting comprises crediting, if the beneficiary identification corresponding to the purchaser identification matches at least one of the plurality of beneficiary identifications corresponding to the merchant identification.

12. (Original) The method as recited in claim 1, further comprising the step of storing the transaction purchase amount, the donation amount, and a beneficiary identification to a data store.

13. (Original) The method as recited in claim 1, further comprising the steps of preparing a report and reporting the purchase amount, the donation amount, and a beneficiary identification.

14. (Original) The method as recited in claim 1, further comprising the step of selecting, by a purchaser associated with the transaction purchase amount, the beneficiary.

15. (Original) The method as recited in claim 1, wherein:
the step of receiving a transaction purchase amount comprises receiving a plurality of transaction purchase amounts and storing the transaction purchase amounts; and
the step of determining a donation amount comprises determining, in a batch process, a donation amount based on the received plurality of transaction purchase amounts and a predefined donation percentage for said merchant.

16. (Currently Amended) A ~~computerized~~ method for fundraising, comprising:
contracting with a merchant to donate a predefined percentage of transaction proceeds;
storing an identification of the merchant and the predefined percentage on a data store;
contracting with a purchaser that selects a beneficiary for receiving at least a portion of the merchant donation;
storing an identification of the purchaser and an identification of the selected beneficiary on a data store; and
storing an identification of the purchaser on a donation program card that is used at a point of sale location of the merchant to identify the purchaser ~~that is not a credit card~~.

17. (Original) The method as recited in claim 16, wherein the step of storing an identification of the purchaser and an identification of the selected beneficiary comprises storing an identification of a first beneficiary and a corresponding first percentage and an identification of a second beneficiary and a corresponding second percentage.

18. (Canceled)

19. (Previously Presented) The method as recited in claim 16, wherein the step of storing an identification of the purchaser comprises storing a purchaser name on the donation program card.

20. (Previously Presented) The method as recited in claim 16, wherein the step of storing an identification of the purchaser comprises storing a number corresponding to a purchaser on the donation program card.

21. (Currently Amended) A system for fundraising, comprising:
a data store for storing a merchant identification, a predefined donation percentage corresponding to the merchant, a purchaser identification, and a beneficiary identification of a beneficiary selected by ~~corresponding to~~ the purchaser;
a processor in communication with the data store and in communication with a merchant transaction device, the processor receiving a transaction purchase amount from a merchant, determining a donation amount based on the received transaction purchase amount and the predefined donation percentage for the merchant, and crediting the determined donation amount to an account of a beneficiary; and
a donation program card, ~~that is not a credit card, the donation program card~~ comprising a data store for containing a card identification corresponding to the purchaser identification.

22. (Canceled)

23. (Currently Amended) The system as recited in claim 21, wherein the data store of the donation program card comprises a magnetic strip.

24. (Currently Amended) The system as recited in claim 21, wherein the data store of the donation program card comprises a bar code.